

Rep Order# 9795153 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 50870

Printed: 09/13/2012 1:44 PM
Last Received: 09/13/2012 12:32 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 6

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-RATE CHANGES OK PER BUYER. PLS CNF

was 41,635
+29,930
71,565

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$110.00	09/18-09/24	2	1	2	\$220.00	
				Sales Remark: V3 1X CX								
				V3 Comment Changed, Spots/week Changed								
	*3	TU-F,M	6A-630A	GOOD MORNING CINCY	:30	\$450.00	09/18-09/24	3	1	3	\$1,350.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*4	TU-F,M	630A-7A	GOOD MORNING CINCY	:30	\$450.00	09/18-09/24	2	1	2	\$900.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*5	TU-F,M	7A-730A	THE EARLY SHOW	:30	\$225.00	09/18-09/24	3	1	3	\$675.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*6	TU-F,M	730A-8A	THE EARLY SHOW	:30	\$225.00	09/18-09/24	2	1	2	\$450.00	
				Sales Remark: V3 RTE CHG.								
				V3 Comment Changed, Rate Changed								
	*7	TU-F,M	8A-830A	THE EARLY SHOW	:30	\$225.00	09/18-09/24	3	1	3	\$675.00	
				Sales Remark: V3 RTE CHG.								
				V3 Comment Changed, Rate Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*8	TU-F,M	830A-9A	THE EARLY SHOW	:30	\$125.00	09/18-09/24	2 P3	1	2	\$250.00	
		Sales Remark:		V3 RTE CHG								
		V3 Comment		Changed, Rate Changed								
	*10	SA	630A-7A	12 NEWS SATURDAY	:30	\$125.00	09/22-09/22	1 P3	1	1	\$125.00	
		Sales Remark:		V3 RTE CHG								
		V3 Comment		Changed, Rate Changed								
	*11	SA	730A-8A	12 NEWS SATURDAY	:30	\$125.00	09/22-09/22	1 P3	1	1	\$125.00	
		Sales Remark:		V3 RTE CHG								
		V3 Comment		Changed, Rate Changed								
	*12	SA	830A-9A	SATURDAY EARLY SHOW	:30	\$350.00	09/22-09/22	1 P2	1	1	\$350.00	
		Sales Remark:		V3 RTE CHG								
		V3 Comment		Changed, Rate Changed								
	*16	TU-F,M	11A-12P	PRICE IS RIGHT	:30	\$450.00	09/18-09/24	4 P2	1	4	\$1,800.00	
		Sales Remark:		V3 RTE CHG								
		V3 Comment		Changed, Rate Changed								
	*17	TU-F,M	12P-1230P	12 NEWS AT NOON	:30	\$500.00	09/18-09/24	5 P2	1	5	\$2,500.00	
		Sales Remark:		V3 RTE CHG								
		V3 Comment		Changed, Rate Changed								
	*18	TU-F,M	1230P-130P	THE YOUNG AND RESTLESS	:30	\$400.00	09/18-09/24	5 P2	1	5	\$2,000.00	
		Sales Remark:		V3 RTE CHG								
		V3 Comment		Changed, Rate Changed								
	*19	TU-F,M	130P-2P	BOLD AND BEAUTIFUL	:30	\$400.00	09/18-09/24	5 P2	1	5	\$2,000.00	
		Sales Remark:		V3 RTE CHG								
		V3 Comment		Changed, Rate Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*20	TU-F,M	2P-3P	THE TALK	:30	\$350.00	09/18-09/24	4 P2	1	4	\$1,400.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*21	SA	930A-10A	SATURDAY EARLY SHOW	:30	\$350.00	09/22-09/22	1 P2	1	1	\$350.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*22	SU	9A-930A	CBS SUNDAY MORNING	:30	\$450.00	09/23-09/23	1 P2	1	1	\$450.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*23	SU	930A-10A	CBS SUNDAY MORNING	:30	\$450.00	09/23-09/23	1 P2	1	1	\$450.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*24	SU	10A-1030A	CBS SUNDAY MORNING	:30	\$450.00	09/23-09/23	1 P2	1	1	\$450.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*25	SU	1030A-11A	FACE THE NATION	:30	\$400.00	09/23-09/23	1 P2	1	1	\$400.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*27	TU-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$350.00	09/18-09/24	5 P2	1	5	\$1,750.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*28	TU-F,M	4P-430P	12 NEWS FIRST	:30	\$300.00	09/18-09/24	5 P3	1	5	\$1,500.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*29	TU-F,M	430P-5P	12 NEWS FIRST	:30	\$300.00	09/18-09/24	5 P3	1	5	\$1,500.00	
				Sales Remark: V3 RTE CHG								
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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*30	TU-F,M	5P-530P	12 LOCAL NEWS	:30	\$350.00	09/18-09/24	5 P3	1	5	\$1,750.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*31	TU-F,M	530P-6P	12 LOCAL NEWS	:30	\$400.00	09/18-09/24	5 P3	1	5	\$2,000.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*32	TU-F,M	6P-630P	12 NEWS AT 6P	:30	\$900.00	09/18-09/24	5 P2	1	5	\$4,500.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*35	TU-F,M	7P-730P	INSIDE EDITION	:30	\$850.00	09/18-09/24	5 P2	1	5	\$4,250.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*36	TU-F,M	727P-8P	ENT. TONITE	:30	\$400.00	09/18-09/24	5 P3	1	5	\$2,000.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*40	TU	8P-9P	NCIS	:30	\$3,500.00	09/18-09/18	1 P2	1	1	\$3,500.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*46	W	8P-9P	SURVIVOR	:30	\$3,000.00	09/19-09/19	1 P3	1	1	\$3,000.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*55	SU	7P-8P	60 MINUTES	:30	\$1,400.00	09/23-09/23	1 P3	1	1	\$1,400.00	
				Sales Remark: V3 RTE CHG								
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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*58	TU-F,M	11P-1135P	12 NEWS AT 11P	:30	\$800.00	09/18-09/24	5 P3	1	5	\$4,000.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*59	SA	11P-1135P	12 NEWS @ 11P	:30	\$800.00	09/22-09/22	1 P3	1	1	\$800.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*60	SU	11P-1135P	12 NEWS @ 11P	:30	\$800.00	09/23-09/23	1 P3	1	1	\$800.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*61	TU-F,M	1135P-1235A	DAVID LETTERMAN	:30	\$250.00	09/18-09/24	5 P3	1	5	\$1,250.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*62	SA	1135P-1205A	DAVID LETTERMAN	:30	\$150.00	09/22-09/22	0 P3	0	0	\$0.00	
				Sales Remark: V3 CX								
				V3 Comment Changed, Spots/week Changed								
	*63	SA	1205A-105A	CRIMINAL MINDS	:30	\$125.00	09/22-09/22	1 P3	1	1	\$125.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*64	SU	1135P-1205A	SPORTS AUTHORITY	:30	\$250.00	09/23-09/23	1 P3	1	1	\$250.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*65	SU	1205A-105A	CRIMINAL MINDS	:30	\$60.00	09/23-09/23	0	0	0	\$0.00	
				Sales Remark: V3 1X CX								
				V3 Comment Changed, Spots/week Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*69	SU	12P-1P	NFL TODAY	:30	\$2,000.00	09/23-09/23	1 <i>P2</i>	1	1	\$2,000.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								
	*71	SU	1P-4P	BENGALS V REDSKINS	:30	\$9,000.00	09/23-09/23	1 <i>P3</i>	1	1	\$9,000.00	
				Sales Remark: V3 RTE CHG								
				V3 Comment Changed, Rate Changed								

---REPORT TOTALS---

Report Totals: 107 / \$62,295.00

---SALES MONTHLY TOTALS---

Sep 12: 130 / \$71,565.00
Sales Totals: 130 / \$71,565.00
Station Totals: 130 / \$71,565.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$275,250	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	26%
		WKRC	26%	WLWT	35%	WSTR	2%	WXIX	10%		

Books null
Demos RA35+

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--- REMARKS ---

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pls see lines 3,4,5,6,7,8,10,11,12,16,17,18,19,20,21,
22,23,24,25,27,28,29,30,31,32,35,36,40,46,
55,58,59,60,61,62,63,64,69,71
rate changes
t/r
lynda/jim
```

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*3	TU-F,M	6A-630A	GOOD MORNING CINCYN	:30	\$200.00	09/18-09/24	3	1	3	\$600.00	
		Station Remark: V2 pls change rate to 450.										
	*4	TU-F,M	630A-7A	GOOD MORNING CINCYN	:30	\$200.00	09/18-09/24	2	1	2	\$400.00	
		Station Remark: V2 pls change rate to 450.										
	*5	TU-F,M	7A-730A	THE EARLY SHOW	:30	\$100.00	09/18-09/24	3	1	3	\$300.00	
		Station Remark: V2 pls change rate to 225.										
	*6	TU-F,M	730A-8A	THE EARLY SHOW	:30	\$100.00	09/18-09/24	2	1	2	\$200.00	
		Station Remark: V2 pls change rate to 225.										
	*7	TU-F,M	8A-830A	THE EARLY SHOW	:30	\$100.00	09/18-09/24	3	1	3	\$300.00	
		Station Remark: V2 pls change rate to 225.										
	*8	TU-F,M	830A-9A	THE EARLY SHOW	:30	\$100.00	09/18-09/24	2	1	2	\$200.00	
		Station Remark: V2 pls change rate to 225.										

Status Returned

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	*10	SA	630A-7A	12 NEWS SATURDAY	:30	\$90.00	09/22-09/22	1	1	1	\$90.00	
		Station Remark: V2 pls change rate to 225.										
	*11	SA	730A-8A	12 NEWS SATURDAY	:30	\$90.00	09/22-09/22	1	1	1	\$90.00	
		Station Remark: V2 pls change rate to 225.										
	*12	SA	830A-9A	SATURDAY EARLY SHOW	:30	\$120.00	09/22-09/22	1	1	1	\$120.00	
		Station Remark: V2 pls change rate to 350.										
	*16	TU-F,M	11A-12P	PRICE IS RIGHT	:30	\$150.00	09/18-09/24	4	1	4	\$600.00	
		Station Remark: V2 pls change rate to 450.										
	*17	TU-F,M	12P-1230P	12 NEWS AT NOON	:30	\$150.00	09/18-09/24	5	1	5	\$750.00	
		Station Remark: V2 pls change rate to 500.										
	*18	TU-F,M	1230P-130P	THE YOUNG AND RESTLESS	:30	\$150.00	09/18-09/24	5	1	5	\$750.00	
		Station Remark: V2 pls change rate to 400.										
	*19	TU-F,M	130P-2P	BOLD AND BEAUTIFUL	:30	\$150.00	09/18-09/24	5	1	5	\$750.00	
		Station Remark: V2 pls change rate to 400.										
	*20	TU-F,M	2P-3P	THE TALK	:30	\$150.00	09/18-09/24	4	1	4	\$600.00	
		Station Remark: V2 pls change rate to 350.										
	*21	SA	930A-10A	SATURDAY EARLY SHOW	:30	\$120.00	09/22-09/22	1	1	1	\$120.00	
		Station Remark: V2 pls change rate to 350.										
	*22	SU	9A-930A	CBS SUNDAY MORNING	:30	\$140.00	09/23-09/23	1	1	1	\$140.00	
		Station Remark: V2 pls change rate to 450.										
	*23	SU	930A-10A	CBS SUNDAY MORNING	:30	\$140.00	09/23-09/23	1	1	1	\$140.00	
		Station Remark: V2 pls change rate to 450.										

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	*24	SU	10A-1030A	CBS SUNDAY MORNING	:30	\$140.00	09/23-09/23	1	1	1	\$140.00	
				Station Remark: V2 pls change rate to 450.								
	*25	SU	1030A-11A	FACE THE NATION	:30	\$150.00	09/23-09/23	1	1	1	\$150.00	
				Station Remark: V2 pls change rate to 400.								
	*27	TU-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$125.00	09/18-09/24	5	1	5	\$625.00	
				Station Remark: V2 pls change rate to 350.								
	*28	TU-F,M	4P-430P	12 NEWS FIRST	:30	\$180.00	09/18-09/24	5	1	5	\$900.00	
				Station Remark: V2 pls change rate to 300.								
	*29	TU-F,M	430P-5P	12 NEWS FIRST	:30	\$180.00	09/18-09/24	5	1	5	\$900.00	
				Station Remark: V2 pls change rate to 300.								
	*30	TU-F,M	5P-530P	12 LOCAL NEWS	:30	\$200.00	09/18-09/24	5	1	5	\$1,000.00	
				Station Remark: V2 pls change rate to 350.								
	*31	TU-F,M	530P-6P	12 LOCAL NEWS	:30	\$200.00	09/18-09/24	5	1	5	\$1,000.00	
				Station Remark: V2 pls change rate to 400.								
	*32	TU-F,M	6P-630P	12 NEWS AT 6P	:30	\$300.00	09/18-09/24	5	1	5	\$1,500.00	
				Station Remark: V2 pls change rate to 900.								
	*35	TU-F,M	7P-730P	INSIDE EDITION	:30	\$250.00	09/18-09/24	5	1	5	\$1,250.00	
				Station Remark: V2 pls change rate to 850.								
	*36	TU-F,M	727P-8P	ENT. TONITE	:30	\$250.00	09/18-09/24	5	1	5	\$1,250.00	
				Station Remark: V2 pls change rate to 400.								
	*40	TU	8P-9P	NCIS	:30	\$1,500.00	09/18-09/18	1	1	1	\$1,500.00	
				Station Remark: V2 pls change rate to 3,500.00								

Rep Order# 9795153 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 50870

Printed: 09/12/2012 3:27 PM
Last Received: 08/21/2012 1:39 PM
Showing Buylines: All Rep & Sta Revised Lines

4 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*46	W	8P-9P	SURVIVOR	:30	\$2,000.00	09/19-09/19	1	1	1	\$2,000.00	
				Station Remark: V2 pls change rate to 3,000.								
	*55	SU	7P-8P	60 MINUTES	:30	\$800.00	09/23-09/23	1	1	1	\$800.00	
				Station Remark: V2 pls change rate to 1,400.								
	*58	TU-F,M	11P-1135P	12 NEWS AT 11P	:30	\$550.00	09/18-09/24	5	1	5	\$2,750.00	
				Station Remark: V2 pls change rte to 800.								
	*59	SA	11P-1135P	12 NEWS @ 11P	:30	\$550.00	09/22-09/22	1	1	1	\$550.00	
				Station Remark: V2 pls change rate to 800.								
	*60	SU	11P-1135P	12 NEWS @ 11P	:30	\$550.00	09/23-09/23	1	1	1	\$550.00	
				Station Remark: V2 pls change rate to 800.								
	*61	TU-F,M	1135P-1235A	DAVID LETTERMAN	:30	\$150.00	09/18-09/24	5	1	5	\$750.00	
				Station Remark: V2 pls change rate to 250.								
	*62	SA	1135P-1205A	DAVID LETTERMAN	:30	\$150.00	09/22-09/22	5	1	5	\$750.00	
				Station Remark: V2 pls change rate to 250.								
	*63	SA	1205A-105A	CRIMINAL MINDS	:30	\$60.00	09/22-09/22	1	1	1	\$60.00	
				Station Remark: V2 pls change rate to 125.								
	*64	SU	1135P-1205A	SPORTS AUTHORITY	:30	\$100.00	09/23-09/23	1	1	1	\$100.00	
				Station Remark: V2 pls change rate to 250.								
	*69	SU	12P-1P	NFL TODAY	:30	\$800.00	09/23-09/23	1	1	1	\$800.00	
				Station Remark: V2 pls change rate to 2,000.								
	*71	SU	1P-4P	BENGALS V REDSKINS	:30	\$6,500.00	09/23-09/23	1	1	1	\$6,500.00	
				Station Remark: V2 pls change rate to 9,000.								

Rep Order# 9795153 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 50870

Printed: 09/12/2012 3:27 PM
Last Received: 08/21/2012 1:39 PM
Showing Buylines: All Rep & Sta Revised Lines

5 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
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Fax#

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3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----

---REPORT TOTALS---

Report Totals: 110 / \$31,975.00

---SALES MONTHLY TOTALS---

Sep 12: 137 / \$41,635.00

Sales Totals: 137 / \$41,635.00

Station Totals: 137 / \$41,635.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$160,135	CABL 0%	EKRC 1%	UNKN 0%	WBQC 0%	WCPO 26%
		WKRC 26%	WLWT 35%	WSTR 2%	WXIX 10%	

Books null
Demos RA35+

Rep Order# 9795153 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Traffic Order# 50870

Printed: 09/12/2012 1:25 PM

1 of 5

Last Received: 08/21/2012 1:39 PM
Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$110.00	09/18-09/24	3 ✓	1	3	\$330.00	
	2	TU-F,M	530A-6A	GOOD MORNING CINCY	:30	\$110.00	09/18-09/24	2 ✓	1	2	\$220.00	
	3	TU-F,M	6A-630A	GOOD MORNING CINCY	:30	\$200.00	09/18-09/24	3 ↑450	1	3	\$600.00	
	4	TU-F,M	630A-7A	GOOD MORNING CINCY	:30	\$200.00	09/18-09/24	2 ↑450	1	2	\$400.00	
	5	TU-F,M	7A-730A	THE EARLY SHOW	:30	\$100.00	09/18-09/24	3 ↑225	1	3	\$300.00	
	6	TU-F,M	730A-8A	THE EARLY SHOW	:30	\$100.00	09/18-09/24	2 ↑225	1	2	\$200.00	
	7	TU-F,M	8A-830A	THE EARLY SHOW	:30	\$100.00	09/18-09/24	3 ↑225	1	3	\$300.00	
	8	TU-F,M	830A-9A	THE EARLY SHOW	:30	\$100.00	09/18-09/24	2 ↑225	1	2	\$200.00	
	9	TU-TH,M	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$25.00	09/18-09/24	3 ✓	1	3	\$75.00	
	10	SA	630A-7A	12 NEWS SATURDAY	:30	\$90.00	09/22-09/22	1 ↑225	1	1	\$90.00	
	11	SA	730A-8A	12 NEWS SATURDAY	:30	\$90.00	09/22-09/22	1 ↑225	1	1	\$90.00	
	12	SA	830A-9A	SATURDAY EARLY SHOW	:30	\$120.00	09/22-09/22	1 ↑350	1	1	\$120.00	
	13	SU	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$25.00	09/23-09/23	1 ✓	1	1	\$25.00	

Rep Order# 9795153 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Traffic Order# 50870

Printed: 09/12/2012 1:25 PM

2 of 5

Last Received: 08/21/2012 1:39 PM
Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/18/2012 - 09/24/2012
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Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	14	TU-F,M	9A-10A	THE DOCTORS	:30	\$100.00	09/18-09/24	4 ✓	1	4	\$400.00	
	15	TU-F,M	10A-11A	ANDERSON	:30	\$100.00	09/18-09/24	4 ✓	1	4	\$400.00	
	16	TU-F,M	11A-12P	PRICE IS RIGHT	:30	\$150.00	09/18-09/24	4 ↑450	1	4	\$600.00	
	17	TU-F,M	12P-1230P	12 NEWS AT NOON	:30	\$150.00	09/18-09/24	5 ↑500	1	5	\$750.00	
	18	TU-F,M	1230P-130P	THE YOUNG AND RESTLESS	:30	\$150.00	09/18-09/24	5 ↑400	1	5	\$750.00	
	19	TU-F,M	130P-2P	BOLD AND BEAUTIFUL	:30	\$150.00	09/18-09/24	5 ↑400	1	5	\$750.00	
	20	TU-F,M	2P-3P	THE TALK	:30	\$150.00	09/18-09/24	4 ↑350	1	4	\$600.00	
	21	SA	930A-10A	SATURDAY EARLY SHOW	:30	\$120.00	09/22-09/22	1 ↑350	1	1	\$120.00	
	22	SU	9A-930A	CBS SUNDAY MORNING	:30	\$140.00	09/23-09/23	1 ↑450	1	1	\$140.00	
	23	SU	930A-10A	CBS SUNDAY MORNING	:30	\$140.00	09/23-09/23	1 ↑450	1	1	\$140.00	
	24	SU	10A-1030A	CBS SUNDAY MORNING	:30	\$140.00	09/23-09/23	1 ↑450	1	1	\$140.00	
	25	SU	1030A-11A	FACE THE NATION	:30	\$150.00	09/23-09/23	1 ↑400	1	1	\$150.00	
	26	SU	11A-1130A	NEWSMAKERS	:30	\$100.00	09/23-09/23	1 ✓	1	1	\$100.00	
	27	TU-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$125.00	09/18-09/24	5 ↑350	1	5	\$625.00	
	28	TU-F,M	4P-430P	12 NEWS FIRST	:30	\$180.00	09/18-09/24	5 ↑300	1	5	\$900.00	
	29	TU-F,M	430P-5P	12 NEWS FIRST	:30	\$180.00	09/18-09/24	5 ↑300	1	5	\$900.00	

Rep Order# 9795153 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Traffic Order# 50870

Printed: 09/12/2012 1:25 PM

3 of 5

Last Received: 08/21/2012 1:39 PM
Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
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Agency () GMMB
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Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

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Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	30	TU-F,M	5P-530P	12 LOCAL NEWS	:30	\$200.00	09/18-09/24	5 ↑350	1	5	\$1,000.00	
	31	TU-F,M	530P-6P	12 LOCAL NEWS	:30	\$200.00	09/18-09/24	5 ↑400	1	5	\$1,000.00	
	32	TU-F,M	6P-630P	12 NEWS AT 6P	:30	\$300.00	09/18-09/24	5 ↑900	1	5	\$1,500.00	
	33	SA	6P-630P	12 NEWS	:30	\$150.00	09/22-09/22	1 ✓	1	1	\$150.00	
	34	SU	630P-7P	LOCAL 12 NEWS	:30	\$250.00	09/23-09/23	1 ✓	1	1	\$250.00	
	35	TU-F,M	7P-730P	INSIDE EDITION	:30	\$250.00	09/18-09/24	5 ↑850	1	5	\$1,250.00	
	36	TU-F,M	727P-8P	ENT. TONITE	:30	\$250.00	09/18-09/24	5 ↑400	1	5	\$1,250.00	
	37	SA	657P-757P	ENTERTAINMENT THIS WEEK	:30	\$200.00	09/22-09/22	1 ✓	1	1	\$200.00	
	40	TU	8P-9P	NCIS	:30	\$1,500.00	09/18-09/18	1 ↑3500	1	1	\$1,500.00	
	42	TU	9P-10P	NCIS LA	:30	\$1,500.00	09/18-09/18	1 ✓	1	1	\$1,500.00	
	46	W	8P-9P	SURVIVOR	:30	\$2,000.00	09/19-09/19	1 ↑3000	1	1	\$2,000.00	
	49	TH	8P-9P	BIG BANG-CBS/RLS-ENGMNT-CBS	:30	\$1,600.00	09/20-09/20	1 ✓	1	1	\$1,600.00	
	55	SU	7P-8P	60 MINUTES	:30	\$800.00	09/23-09/23	1 ↑1400	1	1	\$800.00	
	57	SU	10P-11P	MENTALIST	:30	\$1,600.00	09/23-09/23	1 ✓	1	1	\$1,600.00	
	58	TU-F,M	11P-1135P	12 NEWS AT 11P	:30	\$550.00	09/18-09/24	5 ↑800	1	5	\$2,750.00	
	59	SA	11P-1135P	12 NEWS @ 11P	:30	\$550.00	09/22-09/22	1 ↑800	1	1	\$550.00	

Rep Order# 9795153 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Traffic Order# 50870

Printed: 09/12/2012 1:25 PM

4 of 5

Last Received: 08/21/2012 1:39 PM
Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
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Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
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Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	60	SU	11P-1135P	12 NEWS @ 11P	:30	\$550.00	09/23-09/23	1 ↑ 800	1	1	\$550.00	
	61	TU-F,M	1135P-1235A	DAVID LETTERMAN	:30	\$150.00	09/18-09/24	5 ↑ 250	1	5	\$750.00	
	62	SA	1135P-1205A	DAVID LETTERMAN	:30	\$150.00	09/22-09/22	5 ↑ 250	1	5	\$750.00	
	63	SA	1205A-105A	CRIMINAL MINDS	:30	\$60.00	09/22-09/22	1 ↑ 125	1	1	\$60.00	
	64	SU	1135P-1205A	SPORTS AUTHORITY	:30	\$100.00	09/23-09/23	1 ↑ 250	1	1	\$100.00	
	65	SU	1205A-105A	CRIMINAL MINDS	:30	\$60.00	09/23-09/23	1 ✓	1	1	\$60.00	
	68	SA	12P-7P	SEC FOOTBALL	:30	\$350.00	09/22-09/22	1 ✓	1	1	\$350.00	
	69	SU	12P-1P	NFL TODAY	:30	\$800.00	09/23-09/23	1 ↑ 2000	1	1	\$800.00	
	71	SU	1P-4P	BENGALS V REDSKINS	:30	\$6,500.00	09/23-09/23	1 ↑ 9000	1	1	\$6,500.00	
	73	SU	4P-7P	NFL AFC GAME	:30	\$2,400.00	09/23-09/23	1 ✓	1	1	\$2,400.00	

---REPORT TOTALS---

Report Totals: 137 / \$41,635.00

---SALES MONTHLY TOTALS---

Sep 12: 137 / \$41,635.00

Sales Totals: 137 / \$41,635.00

Rep Order# 9795153 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Traffic Order# 50870

Printed: 09/12/2012 1:25 PM

5 of 5

Last Received: 08/21/2012 1:39 PM

Showing Buylines: All Lines

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Rep Firm
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Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Station Totals: 137 / \$41,635.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$160,135	CABL 0%	EKRC 1%	UNKN 0%	WBQC 0%	WCPO 26%
		WKRC 26%	WLWT 35%	WSTR 2%	WXIX 10%	

Books null
Demos RA35+

Spot Manager: All, 09/18/12-09/24/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50870												
Line: 1												
09/19/12	Wednesday	5:20:41 AM	:30	\$110.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH
09/21/12	Friday	5:27:58 AM	:30	\$110.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
											2	
Line: 2												
09/18/12	Tuesday	5:57:46 AM	:30	\$110.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH
09/24/12	Monday	5:42:52 AM	:30	\$110.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
											2	
Line: 3												
09/20/12	Thursday	6:28:34 AM	:30	\$450.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH
09/21/12	Friday	6:05:26 AM	:30	\$450.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH
09/24/12	Monday	6:29:14 AM	:30	\$450.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH
											3	
Line: 4												
09/19/12	Wednesday	6:52:07 AM	:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH
09/24/12	Monday	6:50:52 AM	:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH
											2	
Line: 5												
09/18/12	Tuesday	7:18:20 AM	:30	\$225.00		CBS This Morning	(7:00:00 AM-7:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH
09/19/12	Wednesday	7:18:20 AM	:30	\$225.00		CBS This Morning	(7:00:00 AM-7:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH
09/24/12	Monday	7:18:20 AM	:30	\$225.00		CBS This Morning	(7:00:00 AM-7:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH
											3	
Line: 6												
09/20/12	Thursday	7:59:26 AM	:30	\$225.00		CBS This Morning	(7:30:00 AM-8:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH
09/24/12	Monday	7:58:56 AM	:30	\$225.00		CBS This Morning	(7:30:00 AM-8:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH
											2	
Line: 7												
09/18/12	Tuesday	8:18:30 AM	:30	\$225.00		CBS This Morning	(8:00:00 AM-8:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH
09/19/12	Wednesday	8:23:00 AM	:30	\$225.00		CBS This Morning	(8:00:00 AM-8:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH
09/20/12	Thursday	8:19:00 AM	:30	\$225.00		CBS This Morning	(8:00:00 AM-8:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH
											3	
Line: 8												
09/19/12	Wednesday	8:59:26 AM	:30	\$125.00		CBS This Morning	(8:30:00 AM-9:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-3	2	MWASH
09/20/12	Thursday	8:44:40 AM	:30	\$125.00		CBS This Morning	(8:30:00 AM-9:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-3	1	MWASH
											2	
Line: 9												
09/18/12	Tuesday	4:44:58 XM	:30	\$25.00		430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
09/20/12	Thursday	4:37:27 XM	:30	\$25.00		430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH
09/24/12	Monday	4:30:21 XM	:30	\$25.00		430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/24/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50870												
Line: 9												
				\$75.00							3	
Line: 10												
09/22/12	Saturday	4:41:35 AM	:30	\$125.00		6a-8a News BB	(6:30:00 AM-7:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-3	1	MWASH
				\$125.00							1	
Line: 11												
09/22/12	Saturday	7:32:16 AM	:30	\$125.00		6a-8a Local 12 News St	(7:30:00 AM-8:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-3	1	MWASH
				\$125.00							1	
Line: 12												
09/22/12	Saturday	8:40:30 AM	:30	\$350.00		CBS This Morning Satu	(8:30:00 AM-9:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH
				\$350.00							1	
Line: 13												
09/23/12	Sunday	4:45:33 XM	:30	\$25.00		430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
				\$25.00							1	
Line: 14												
09/18/12	Tuesday	9:33:50 AM	:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
09/19/12	Wednesday	9:51:00 AM	:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH
09/21/12	Friday	9:58:26 AM	:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH
09/24/12	Monday	9:25:10 AM	:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH
				\$400.00							4	
Line: 15												
09/18/12	Tuesday	10:43:15 AM	:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
09/19/12	Wednesday	10:16:10 AM	:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH
09/20/12	Thursday	10:14:10 AM	:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH
09/24/12	Monday	10:33:35 AM	:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH
				\$400.00							4	
Line: 16												
09/18/12	Tuesday	11:59:26 AM	:30	\$450.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH
09/20/12	Thursday	11:58:56 AM	:30	\$450.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH
09/21/12	Friday	11:58:26 AM	:30	\$450.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH
09/24/12	Monday	11:58:26 AM	:30	\$450.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH
				\$1,800.00							4	
Line: 17												
09/18/12	Tuesday	12:28:56 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH
09/19/12	Wednesday	12:03:31 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH
09/20/12	Thursday	12:21:48 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH
09/21/12	Friday	12:16:08 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH
09/24/12	Monday	12:28:46 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH
				\$2,500.00							5	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/24/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50870												
Line: 18												
09/18/12	Tuesday	5:58:41 PM	:30	\$400.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH
09/19/12	Wednesday	1:28:41 PM	:30	\$400.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH
09/20/12	Thursday	1:29:11 PM	:30	\$400.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH
09/21/12	Friday	1:59:11 PM	:30	\$400.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH
09/24/12	Monday	1:59:26 PM	:30	\$400.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH
											5	
Line: 19												
09/18/12	Tuesday	1:29:11 PM	:30	\$400.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH
09/19/12	Wednesday	1:59:11 PM	:30	\$400.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH
09/20/12	Thursday	1:59:11 PM	:30	\$400.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH
09/21/12	Friday	1:59:11 PM	:30	\$400.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH
09/24/12	Monday	1:59:11 PM	:30	\$400.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH
											5	
Line: 20												
09/19/12	Wednesday	1:29:11 PM	:30	\$350.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH
09/20/12	Thursday	1:28:41 PM	:30	\$350.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH
09/21/12	Friday	1:59:26 PM	:30	\$350.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH
09/24/12	Monday	1:29:21 PM	:30	\$350.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH
											4	
Line: 21												
09/22/12	Saturday	1:59:26 AM	:30	\$350.00		CBS This Morning Satu	(9:30:00 AM-10:00:00	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH
											1	
Line: 22												
09/23/12	Sunday	1:18:15 AM	:30	\$450.00		CBS Sun Morning	(9:00:00 AM-9:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH
											1	
Line: 23												
09/23/12	Sunday	1:36:00 AM	:30	\$450.00		CBS Sun Morning	(9:30:00 AM-10:00:00	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH
											1	
Line: 24												
09/23/12	Sunday	1:11:04 AM	:30	\$450.00		CBS Sun Morning	(10:00:00 AM-10:30:00	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH
											1	
Line: 25												
09/23/12	Sunday	1:29:26 AM	:30	\$400.00		Face the Nation	10:30 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH
											1	
Line: 26												
09/23/12	Sunday	1:29:26 AM	:30	\$100.00		Newsmakers	11:00 AM-11:30 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
											1	
Line: 27												

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/24/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50870												
Line: 27												
09/18/12	Tuesday	2:28:46 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH-
09/19/12	Wednesday	3:59:12 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
09/20/12	Thursday	3:29:06 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-
09/21/12	Friday	3:29:06 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
09/24/12	Monday	3:59:12 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
											5	
											\$1,750.00	
Line: 28												
09/18/12	Tuesday	4:20:06 PM	:30	\$300.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	2	MWASH-
09/19/12	Wednesday	4:21:26 PM	:30	\$300.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	3	MWASH-
09/20/12	Thursday	4:06:06 PM	:30	\$300.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	5	MWASH-
09/21/12	Friday	4:06:06 PM	:30	\$300.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	4	MWASH-
09/24/12	Monday	4:27:36 PM	:30	\$300.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	1	MWASH-
											5	
											\$1,500.00	
Line: 29												
09/18/12	Tuesday	4:49:51 PM	:30	\$300.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	3	MWASH-
09/19/12	Wednesday	4:42:36 PM	:30	\$300.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	1	MWASH-
09/20/12	Thursday	4:35:41 PM	:30	\$300.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	2	MWASH-
09/21/12	Friday	4:42:51 PM	:30	\$300.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	5	MWASH-
09/24/12	Monday	4:44:21 PM	:30	\$300.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	4	MWASH-
											5	
											\$1,500.00	
Line: 30												
09/18/12	Tuesday	5:19:57 PM	:30	\$350.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	1	MWASH-
09/19/12	Wednesday	5:27:10 PM	:30	\$350.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	3	MWASH-
09/20/12	Thursday	5:27:55 PM	:30	\$350.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	4	MWASH-
09/21/12	Friday	5:03:58 PM	:30	\$350.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	5	MWASH-
09/24/12	Monday		:30	\$350.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	2	MWASH-
											5	
											\$1,750.00	
Line: 31												
09/18/12	Tuesday	5:58:21 PM	:30	\$400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	5	MWASH-
09/19/12	Wednesday	5:42:37 PM	:30	\$400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	2	MWASH-
09/20/12	Thursday	5:49:53 PM	:30	\$400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	3	MWASH-
09/21/12	Friday	5:43:07 PM	:30	\$400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	4	MWASH-
09/24/12	Monday	5:43:37 PM	:30	\$400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-3	1	MWASH-
											5	
											\$2,000.00	
Line: 32												
09/18/12	Tuesday	5:29:11 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
09/19/12	Wednesday	5:28:56 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
09/20/12	Thursday	5:19:32 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH-
09/21/12	Friday	5:56:36 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
09/24/12	Monday	5:56:51 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/24/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50870												
Line: 32												
				\$4,500.00								5
Line: 33												
09/22/12	Saturday		:30	\$150.00		6pm Local 12 News Sat	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
				\$150.00								1
Line: 34												
09/23/12	Sunday		:30	\$250.00		630p Local 12 News Su	6:30 PM-7:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
				\$250.00								1
Line: 35												
09/18/12	Tuesday	7:11:12 PM	:30	\$850.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
09/19/12	Wednesday	7:11:12 PM	:30	\$850.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-
09/20/12	Thursday	7:03:56 PM	:30	\$850.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH-
09/21/12	Friday	7:10:42 PM	:30	\$850.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
09/24/12	Monday	7:28:19 PM	:30	\$850.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
				\$4,250.00								5
Line: 36												
09/18/12	Tuesday	7:35:15 PM	:30	\$400.00		M-F 730p-8p	7:27 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-3	1	MWASH-
09/19/12	Wednesday	7:34:30 PM	:30	\$400.00		M-F 730p-8p	7:27 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-3	4	MWASH-
09/20/12	Thursday	7:51:14 PM	:30	\$400.00		M-F 730p-8p	7:27 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-3	2	MWASH-
09/21/12	Friday	7:42:37 PM	:30	\$400.00		M-F 730p-8p	7:27 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-3	5	MWASH-
09/24/12	Monday	7:50:51 PM	:30	\$400.00		M-F 730p-8p	7:27 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-3	3	MWASH-
				\$2,000.00								5
Line: 37												
09/22/12	Saturday	7:49:30 PM	:30	\$200.00		Sa Prime Access Rotat	6:57 PM-7:57 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
				\$200.00								1
Line: 38												
09/18/12	Tuesday	7:59:21 PM	:30	\$3,500.00		Tue Reg 1	8:00 PM-9:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
				\$3,500.00								1
Line: 39												
09/18/12	Tuesday	7:22:54 PM	:30	\$1,500.00		Tue Reg 2	9:00 PM-10:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
				\$1,500.00								1
Line: 40												
09/19/12	Wednesday	7:58:56 PM	:30	\$3,000.00		Wed Reg 1	8:00 PM-9:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-3	1	MWASH-
				\$3,000.00								1
Line: 41												
09/20/12	Thursday	7:44:43 PM	:30	\$1,600.00		Thu Reg 1	8:00 PM-9:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
				\$1,600.00								1
Line: 42												
09/23/12	Sunday	7:19:17 PM	:30	\$1,400.00		Sun Reg 1	7:00 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-3	1	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/24/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 50870

Line: 42

				\$1,400.00							1	
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Line: 43

09/23/12	Sunday	11:44:47 PM	:30	\$1,600.00		Sun Reg 4	10:00 PM-11:00 PM	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH
				\$1,600.00							1	

Line: 44

09/18/12	Tuesday	11:19:57 PM	:30	\$800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A 1536 *a	P-3		1	MWASH
09/19/12	Wednesday	11:13:01 PM	:30	\$800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A 1536 *a	P-3		4	MWASH
09/20/12	Thursday	11:20:12 PM	:30	\$800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A 1536 *a	P-3		3	MWASH
09/21/12	Friday	11:19:22 PM	:30	\$800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A 1536 *a	P-3		2	MWASH
09/24/12	Monday	11:20:19 PM	:30	\$800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A 1536 *a	P-3		5	MWASH
				\$4,000.00							5	

Line: 45

09/22/12	Saturday	11:05:50 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A 1536 *a	P-3		1	MWASH
				\$800.00							1	

Line: 46

09/23/12	Sunday	11:33:10 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A 1536 *a	P-3		1	MWASH
				\$800.00							1	

Line: 47

09/18/12	Tuesday	11:59:00 PM	:30	\$250.00		Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A 1536 *a	P-3		4	MWASH
09/19/12	Wednesday	11:59:30 PM	:30	\$250.00		Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A 1536 *a	P-3		2	MWASH
09/20/12	Thursday	11:11:15 XM	:30	\$250.00		Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A 1536 *a	P-3		5	MWASH
09/21/12	Friday	11:25:00 XM	:30	\$250.00		Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A 1536 *a	P-3		3	MWASH
09/24/12	Monday	11:24:45 XM	:30	\$250.00		Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A 1536 *a	P-3		1	MWASH
				\$1,250.00							5	

Line: 49

09/22/12	Saturday	12:04:10 XM	:30	\$125.00		Sat 1205a-105a	12:05 AM-1:05 AM	OBAMA 4 AMERICA *A 1536 *a	P-3		1	MWASH
				\$125.00							1	

Line: 50

09/23/12	Sunday	11:57:01 PM	:30	\$250.00		Sun 1135p-1205a	11:35 PM-12:05 XM	OBAMA 4 AMERICA *A 1536 *a	P-3		1	MWASH
				\$250.00							1	

Line: 52

09/22/12	Saturday	5:14:11 PM	:30	\$350.00		SEC Football	12:00 PM-7:00 PM	OBAMA 4 AMERICA *A 1536 *a	P-4		1	MWASH
				\$350.00							1	

Line: 53

09/23/12	Sunday	11:59:11 AM	:30	\$2,000.00		NFL Today	12:00 PM-1:00 PM	OBAMA 4 AMERICA *A 1536 *a	P-2		1	MWASH
				\$2,000.00							1	

Line: 54

09/23/12	Sunday	11:35:14 PM	:30	\$9,000.00		Bengals vs Washington	(1:00:00 PM-4:00:00 PM)	OBAMA 4 AMERICA *A 1536 *a	P-3		1	MWASH
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[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/24/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 50870

Line: 54

				\$9,000.00							1	
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Line: 55

09/23/12 Sunday 3:14:02 PM :30 \$2,400.00 NFL Regular Season (4:00:00 PM-7:00:00 PM) OBAMA 4 AMERICA *A 1536 *a P-4 1 MWASH

				\$2,400.00							1	
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				\$71,565.00							130	
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				\$71,565.00							130	
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				\$71,565.00							130	
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				\$71,565.00							130	
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				\$71,565.00							130	
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[Filtered by:] [Sorted by: Station]